

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

AMENDMENTS TO THE CLAIMS:**Please amend the claims as follows:**

1. (Currently amended) An advertisement device for direct mail delivery to a recipient, comprising:

a synthetic panel, having a back side, a front side, at least one of said back side and said front side ~~adapted to receive delivery information having indelible printing thereon, and having a thickness~~ sufficient to maintain integrity of the synthetic panel.
2. (Currently amended) The device of claim 1, wherein ~~the~~ delivery information is printed directly on a surface of one of said front side ~~or~~ and said back side of said synthetic panel.
3. (Currently amended) The device of claim 1, wherein ~~said~~ delivery information is preprinted on a separate mailing ~~labeled~~ label and applied to a surface of said one of said front side ~~or~~ and said back side of said synthetic panel.
4. (Original) The device of claim 1, wherein said synthetic panel comprises a theme related to at least one of a product and a service.
5. (Currently amended) The device of claim 4 1, wherein said synthetic panel has at least one of a printed pattern related to the theme of said one of the product or and the service, and a cutout embedded in said synthetic panel related to the theme of said one of the product or and the service.
6. (Original) The device of claim 5, wherein said cutout is die cut.
7. (Original) The device of claim 5, wherein said cutout is knife cut.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

8. (Original) The device of claim 5, wherein said cutout is implemented when said synthetic panel is molded.

9. (Currently amended) The device of claim 5, wherein said cutout follows an outline of the ~~print~~ printed pattern.

10. (Original) The device of claim 5, wherein the printed pattern comprises at least one of a name, a word, a symbol, a phrase, a term, a logo, a design, a picture, an emblem, and a scene.

11. (Currently amended) The device of claim 10, wherein ~~the printed pattern is a printed image~~ and said printed image is multicolored.

12. (Original) The device of claim 10, wherein the design comprises at least one of an advertisement, a trade name, a trademark, and a service mark.

13. (Currently amended) The device of claim 10, wherein the printed pattern is substantially the same on the front and ~~the~~ back of said synthetic panel.

14. (Original) The device of claim 10, wherein an ink is used to print said printed pattern, and said ink comprises an anti-microbial agent.

15. (Original) The device of claim 1, wherein said synthetic panel comprises a coating on at least one surface thereof, and said coating includes an anti-microbial agent.

16. (Original) The device of claim 15, wherein said synthetic panel comprises said coating on substantially all surfaces thereof.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

17. (Original) The device of claim 1, wherein said synthetic panel comprises a synthetic material which includes an anti-microbial agent.

18. (Original) The device of claim 1, wherein said synthetic panel comprises a synthetic material of at least one of vinyl, styrene, polyester, polyvinyl chloride, plastic, fabric, nylon, Nomex™, Kevlar™, polyethylene terephthalate, polycarbonate, acrylic, Plexiglas™, polypropylene, polyethylene, polystyrene, acrylonitrile-butadiene-styrene terpolymer, polyphenyleneoxide polystyrene, polyurathane, and polyamides, and blends and combinations thereof.

19. (Original) The device of claim 18, wherein said synthetic material further comprises an antimicrobial agent.

20. (Currently amended) The device of claim 18, wherein said synthetic panel further comprises paper, and the paper is one of coated, layered, covered ~~or~~ and embedded with the synthetic material.

21. (Original) The device of claim 20, wherein said synthetic material further comprises an antimicrobial agent.

22. (Original) The device of claim 1, further comprising a means to attach the device to a surface.

23. (Original) The device of claim 22, wherein the attachment means comprises at least one of an adhesive, double sided tape, a loop fastener, a pile fastener, a magnet, magnetized sheeting, magnetic tape, a screw, a snap, and fastening tape.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

24. (Original) The device of claim 22, wherein the device is at least one of removably attached and permanently attached.

25. (Original) The device of claim 1, wherein the device includes a mechanism for holding the device with respect to a surface.

26. (Original) The device of claim 25, wherein said mechanism for holding the device with respect to a surface is a hole in the device.

27. (Original) The device of claim 26, wherein said hole includes a grommet.

28. (Original) The device of claim 25, wherein said mechanism for holding the device with respect to a surface is a hanging extension.

29. (Original) The device of claim 1, wherein the device includes a mechanism to carry another item.

30. (Original) The device of claim 29, wherein said mechanism to carry another item comprises adhesive to adhere said another item to the device.

31. (Currently amended) The device of claim 29, wherein said mechanism to carry another item comprises one of shrink wrap ~~or~~ and an overlaminating material to hold said another item to the device.

32. (Currently amended) The device of claim 29, wherein said another item is one of a coupon, a business card, a credit card ~~or~~ and a refrigerator magnet.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

33. (Currently amended) A method of delivering an advertisement device by direct mail delivery to a recipient, comprising:

(i) providing a synthetic panel having a thickness sufficient to maintain integrity of the synthetic panel;

(ii) printing an advertisement on a the synthetic panel of said advertisement device using indelible ink, said advertisement device having a back side, a front side, at least one of said back side ~~or~~ and said front side adapted to receive delivery information, ~~and a thickness sufficient to maintain integrity of the synthetic panel;~~

(~~ii~~ iii) applying the delivery information to at least one of said front side ~~or~~ and said back side of said synthetic panel advertisement device, and

(~~iii~~ iv) delivering said advertising device to a recipient by direct mail delivery.

34. (Original) The method of claim 33, further comprising printing ~~the~~ delivery information directly on a surface of at least one of said front side and said back side of said synthetic panel.

35. (Currently amended) The method of claim 33, further comprising printing the delivery information on a separate mailing label and applying the mailing label to ~~the~~ a surface of at least one of said front side ~~or~~ and said back side of said synthetic panel.

36. (Original) The method of claim 33, further comprising printing on at least one side of said synthetic panel a theme related to at least one of a product and a service.

37. (Currently amended) The method of claim 36, wherein ~~an~~ said ink is used for printing said theme, and said ink includes an anti-microbial agent.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

38. (Currently amended) The method of claim 36, further comprising making a cutout embedded in the synthetic panel.

39. (Original) The method of claim 38, further comprising making a cutout relating to at least one of a theme of a product and a service.

40. (Currently amended) The method of claim 38, further comprising a cutout following an outline of the a print printed pattern.

41. (Original) The method of claim 33, further comprising making a synthetic panel.

42. (Currently amended) The method of claim ~~41~~ 33, wherein said synthetic panel comprises a synthetic material, and further comprising adding an anti-microbial agent to said synthetic material.

43. (Currently amended) The method of claim ~~41~~ 33, further comprising applying a coating to at least one surface of said synthetic panel, said coating comprising an anti-microbial agent.

44. (Original) The method of claim 43, further comprising applying said coating to substantially all surfaces of said synthetic panel.

45. (Original) The method of claim 33, further comprising attaching the device to a surface.

46. (Original) The method of claim 45, wherein attaching the device to a surface comprises at least one of removably attaching and permanently attaching.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

47. (Original) The method of claim 33, further comprising implementing a mechanism associated with said advertising device for holding said advertising device with respect to a surface.

48. (Currently amended) The method of claim ~~37a~~ 47, wherein said mechanism for holding said advertising device with respect to a surface is a hole in said advertising device.

49. (Original) The method of claim 48, wherein said hole includes a grommet.

50. (Original) The method of claim 47, wherein said mechanism for holding said advertising device with respect to a surface is a hanging extension.

51. (Original) The method of claim 33, further comprising implementing a mechanism on said advertising device to carry another item.

52. (Original) The method of claim 51, wherein said mechanism to carry another item comprises adhesive to adhere said another item to said advertising device.

53. (Currently amended) The method of claim 51, wherein said mechanism to carry another item comprises one of shrink wrap ~~or~~ and overlaminating material to hold said another item to said advertising device.

54. (Currently amended) The method of claim 51, wherein said another item is one of a coupon, a business card, a credit card, ~~or~~ and a refrigerator magnet.

55. (Currently amended) An advertisement device system for direct mail delivery to a recipient, comprising:

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

- (i) a synthetic panel, having a back side, a front side, at least one of said back side and said front side ~~adapted to receive delivery information~~ having indelible printing thereon, and a thickness sufficient to maintain integrity of the synthetic panel; and
- (ii) means for applying delivery information on ~~said front side of said synthetic panel~~ advertising device system.

56. (Original) The system of claim 55, wherein said means for applying the delivery information comprises at least one of silk screening, sheet fed printing, web offset printing, web letter press printing, gravure printing, and ink jet printing.

57. (Currently amended) The system of claim 55, wherein said means for applying the delivery information comprises preprinting the delivery information on a separate mailing label and applying the label to said one of said front side or and said back side of said synthetic panel.

58. (Original) The system of claim 55, wherein said synthetic panel comprises a theme related to at least one of a product and a service.

59. (Currently amended) The system of claim ~~58~~ 55, wherein said synthetic panel has at least one of a printed pattern related to the theme of said one of the product ~~or and~~ the service, and a cutout embedded in the synthetic panel related to the theme said one of the product ~~or and~~ the service.

60. (Currently amended) The system of claim 59, wherein an ink is used for said printed pattern, and said ink includes an anti-microbial agent.

61. (Original) The system of claim 59, wherein said cutout is die cut.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

62. (Original) The system of claim 59, wherein said cutout is knife cut.

63. (Original) The system of claim 62, wherein said cutout is implemented when said synthetic panel is molded.

64. (Currently amended) The system of claim 59, wherein said cutout follows the outline of the ~~print~~ printed pattern.

65. (Original) The system of claim 55, further comprising a means to attach the device to a surface.

66. (Original) The system of claim 65, wherein the attachment means comprises at least one of an adhesive, double sided tape, a loop fastener, a pile fastener, a magnet, magnetized sheeting, magnetic tape, a screw, a snap, and fastening tape.

67. (Original) The system of claim 66, wherein the device is at least one of removably attached and permanently attached.

68. (Original) The system of claim 55, wherein a synthetic material used for making said synthetic panel includes an anti-microbial agent.

69. (Original) The system of claim 55, wherein said synthetic panel further comprises a coating on at least one surface thereof, and said coating includes an anti-microbial agent.

70. (Original) The system of claim 69, wherein said synthetic panel comprises said coating on substantially all surfaces thereof.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

71. (Currently amended) The device of claim 55, wherein said synthetic panel includes a mechanism for holding ~~it~~ said synthetic panel with respect to a surface.

72. (Original) The device of claim 71, wherein said mechanism for holding said synthetic panel with respect to a surface is a hole in said synthetic panel.

73. (Original) The device of claim 72, wherein said hole includes a grommet.

74. (Original) The device of claim 71, wherein said mechanism for holding said synthetic panel with respect to a surface is a hanging extension.

75. (Original) The device of claim 55, wherein said synthetic panel includes a mechanism to carry another item.

76. (Original) The device of claim 75, wherein said mechanism to carry another item comprises adhesive to adhere said another item to said synthetic panel.

77. (Currently amended) The device of claim 75, wherein said mechanism to carry another item comprises one of shrink wrap ~~or~~ and overlaminating material to hold said another item to said synthetic panel.

78. (Currently amended) The device of claim 75, wherein said another item is one of a coupon, a business card, a credit card, ~~or~~ and a refrigerator magnet.

79. (New) An advertisement device for direct mail delivery to a recipient, comprising:

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

a synthetic panel, having a back side, a front side, at least one of said back side and said front side having printing thereon, said synthetic panel having a thickness sufficient to maintain integrity of the synthetic panel;

wherein said synthetic panel has a non-rectangular shape related to a theme of one of a product and a service.

80. (New) The advertisement device of claim 79, wherein said synthetic panel has a non-porous surface adapted for receiving printing inks.

81. (New) The advertisement device of claim 79, wherein said synthetic panel is made of a material having a memory such that a shape of said synthetic panel substantially maintains its integrity during handling.

82. (New) The advertisement device of claim 79, wherein said synthetic panel is adapted to receive printing thereon, and no substantial material degradation of at least one of said printing and of said synthetic panel occurs during handling.

83. (New) An advertisement device for direct mail delivery to a recipient, comprising:
a synthetic panel having printing thereon;
wherein said synthetic panel is made of a material having a memory such that a shape of said synthetic panel substantially maintains its integrity during handling.

84. (New) An advertisement device for direct mail delivery to a recipient, comprising:
a synthetic panel having a non-porous surface adapted for receiving printing inks;
wherein said printing inks are used to print on said non-porous surface of said synthetic panel such that said inks are indelible once applied.

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

85. (New) An advertisement device for direct mail deliver to a recipient, comprising:
a synthetic panel having a back side, a front side, at least one of said back side and said front side having printing thereon, said synthetic panel having a thickness sufficient to maintain integrity of the synthetic panel;

wherein said synthetic panel is adapted to receive printing thereon, and no substantial material degradation of at least one of said printing and of said synthetic panel occurs during handling.

86. (New) A method of delivering an advertisement device by direct mail delivery to a recipient, comprising:

(i) forming a synthetic panel into a non-rectangular shape related to a theme of one of a product and a service, said synthetic panel having a thickness sufficient to maintain integrity of the synthetic panel;

(ii) printing an advertisement on the synthetic panel of said advertisement device, said advertisement device having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information;

(iii) applying the delivery information to at least one of said front side and said back side of said advertising device, and

(iv) delivering said advertising device to a recipient by direct mail delivery.

87. (New) A method of delivering an advertisement device by direct mail delivery to a recipient, comprising:

(i) forming a synthetic panel of a material having a memory which substantially maintains integrity of shape of said synthetic panel during handling,

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

(ii) printing an advertisement on the synthetic panel of said advertisement device, said advertisement device having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information;

(iii) applying the delivery information to at least one of said front side and said back side of said advertising device, and

(iv) delivering said advertising device to a recipient by direct mail delivery.

88. (New) A method of delivering an advertisement device by direct mail delivery to a recipient, comprising:

(i) forming a synthetic panel having a non-porous surface adapted for receiving printed inks;

(ii) printing an advertisement on the synthetic panel using printing inks, such that said printing is indelible once applied to said non-porous surface, the synthetic panel comprising the advertisement device, the advertisement device having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information;

(iii) applying the delivery information to at least one of said front side and said back side of said advertising device, and

(iv) delivering said advertising device to a recipient by direct mail delivery.

89. (New) A method of delivering an advertisement device by direct mail delivery to a recipient, comprising:

(i) forming a synthetic panel, said synthetic panel having a thickness sufficient to maintain integrity of the synthetic panel;

(ii) printing an advertisement on the synthetic panel of the advertisement device using inks such that no substantial material degradation of at least one of said printing and said synthetic panel occurs during handling, the advertisement device having a back side, a front side, at least one of said back side and said front side adapted to receive delivery information;

U.S. Patent Application No. 10/039,566

Attorney Docket No. 9777000.0022

(iii) applying delivery information to at least one of said front side and said back side of said
advertising device, and

(iv) delivering said advertising device to a recipient by direct mail delivery.